1 **MOBILE TERMINAL FOR DISPLAYING A RICH TEXT DOCUMENT COMPRISING**

2 **CONDITIONAL CODE FOR IDENTIFYING ADVERTISING INFORMATION**

3 **STORED LOCALLY OR ON THE INTERNET**

4

5 **ABSTRACT OF THE DISCLOSURE**

6 A method and apparatus are disclosed for transmitting advertising information to a mobile

7 terminal over a first connection during a synchronization session and storing the advertising

8 information in a local memory of the mobile terminal. A rich text document is transmitted to the

9 mobile terminal over a second connection, wherein the rich text document comprises conditional

10 code comprising advertising display criteria including a first identifier for retrieving selected

11 advertising information stored in the local memory of the mobile terminal and a second identifier

12 for downloading the selected advertising information from the Internet.